



CLARK PLANETARIUM ADVISORY BOARD MEETING
Location: Virtual and In Person Meeting
Thursday, October 21, 2021

Board attendance:

Jordan Hansen, Chair
Jim Brass
Mike Hanson
Ahsan Iqbal
Julia Kamenetzky
Jim Karner
Lauren Littlefield
Andrea Garavito-Martinez
Olga Siggins

Board absent:

Bianca Lyon, Vice-Chair
Michelle Love-Day
Ulrich Rassner
Tanasia Valdez
Kim Wilson

Others Present:

Robin Chalhoub
Richard Cox
Tim Glenn
Duke Johnson
Lindsie Smith
Joe Stohel

- I. **CALL TO ORDER AND WELCOME** at 12:55 p.m. by Jordan Hansen. He noted that a quorum was in attendance.
- II. **PUBLIC COMMENTS** were requested by Jordan Hansen. None were brought to the attention of the Board.
- III. **REVIEW OF MINUTES**
 - a. The minutes for the October 2021 Board Meeting were brought up for any additions or corrections. None were noted. Lauren Littlefield moved to approve the minutes. Ahsan Iqbal seconded the motion. The motion was approved unanimously, with none opposed.
- IV. **CURRENT BUSINESS**





- a. Jordan Hansen noted that there are two Board open positions. Lindsie has received a handful of resumes, as well as talked to a couple of candidates that were involved in prior recruitments. Olga Siggins and Andrea Garavito-Martinez will assist Lindsie Smith, Jordan Hansen, and Bianca Lyon in recruitment interviews.

V. PLANETARIUM REPORT

- a. Lindsie Smith discussed the Planetarium's financials.
 - i. October was once again a great month financially. Revenue was at 124% over 2019. Dome shows performed very well. Memberships were very strong. IMAX is looking great. The Planetarium opened "Angkor" in October, and a second film is scheduled to open next week. Expectations for the IMAX theater continued to be strong. Store revenues are just amazing, the best in the last five years. Building rentals are strong, with one in October and several more scheduled to the end of the year. It was a great month for the Planetarium, especially since October is typically slow. Duke said that a couple of exhibits had been sold, with another one due in November. Julia Kamenetzky asked if these awesome numbers were a temporary bump or are they something the Planetarium thinks will continue. Lindsie Smith said that, in doing research for the budget, the Planetarium isn't predicting continued upward growth, but is predicting continued strong attendance. Jordan Hansen asked about



the effects of current inflation and whether prices would have to rise next year. Lindsie Smith said that, yes, in concessions and the store, the effects have been felt. Mike Sheehan has had to reflect that in his store pricing. As far as ticket prices, the Planetarium plans to remain flat right now. Any ticket increases would have to be approved by the County Council, and with regards to other institutional peers, the Planetarium's tickets are priced well.

VI. RECENT HIGHLIGHTS

- a. On Wednesday, November 10, the Planetarium held a virtual talk with Dr. Stacey Alberts about the James Webb Space Telescope.
- b. On Wednesday, November 11, the Planetarium held a Veteran's Day promotion.
- c. And on the weekend of November 12-13, the Planetarium partnered with the Utah Art's Alliance's Illuminate Festival. The Planetarium featured local band Conquer Monster live in a free concert. All four shows sold out.
- d. The Planetarium welcomed Misty Morris as the new In-Building Programs and Volunteer coordinator. The Planetarium is excited to be able to finally launch a volunteer program.
- e. School outreach is going well with 65 school visits across the state. Field trips are also going very well. The Planetarium has already hosted about 10,000 students, with another 3,000 expected by the end of the year.



- f. The Planetarium received the Utah Nonprofits Association (UNA) Program credential for data management training.
- g. A new IMAX film, *Mountain Adventure*, will open on November 25th. The holiday favorite dome show, "Let it Snow," will return the same day.
- h. The Planet Fun Store will hold a Black Friday sale, as well as promotions throughout December.

VII. ANNUAL MEMBER SURVEY

- a. Tim Glenn shared the results of the annual member survey. Overall membership satisfaction came in at nine out of ten. Also, over 80% of the members are planning to renew. The most meaningful benefit to them was free shows and movies. The primary motivation for being a Clark Planetarium member was access to unlimited shows. This were followed closely by "I like space and science," and "to give general support to the Planetarium." The respondents wrote that they would like to see more exclusive behind the scenes invitations, members only film screenings, speaker series and lectures, and adult programing. Tim Glenn said he will condense all the suggestions for improvement and put it into a report that he will then send out to the various departments.

VIII. CLOSING REMARKS

- a. Jordan Hansen said next meeting was set for December 16, but historically the Board Meeting in December was cancelled. He said he was open to a motion to cancel the December motion. Ahsan Iqbal moved to cancel the



December meeting. Lauren Littlefield seconded the motion. The motion passed, with no dissensions. The next Board meeting was then set for January 20, 2022. The meeting was then adjourned.